

# ABSTRACT OF THE DISCLOSURE

To perform printing control to obtain printed products having different sizes in accordance with printing regions divided in the widthwise direction of a printing medium having a fixed width, a printing control method of performing heat transfer printing on a printing medium by using a heat transfer sheet checks whether to perform printing on the printing medium having a fixed width by dividing the printing region in the widthwise direction of the printing medium (S602). If printing is to be performed by dividing the printing region in the widthwise direction of the printing medium (YES in S602), the method controls printing for consecutive pages by making printing information of the consecutive pages to correspond to the printing regions divided in the widthwise direction of the printing medium.